SHAW ACADEMY

NOTES

Diploma in Blogging & Content Marketing

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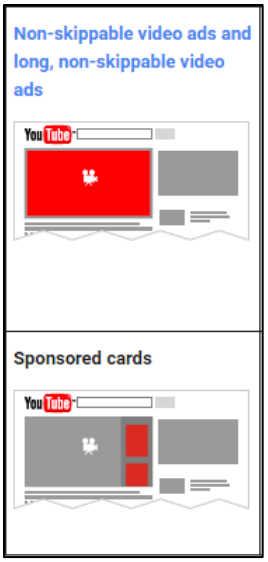
Lesson 4 – Should You Start Vlogging?

Opening

In lesson 4, we discussed the exciting topic of Vlogging. It has seen tremendous growth over the past two years in particular and is an evolution of what blogging is. This has become a more authentic and personal way of growing your audience and developing your own brand.

Body of the Lesson

Vlogs have officially been around for since 2004 and with the growth of YouTube, social media and mobile video consumption has grown into a hugely popular and valuable medium. We looked at the variety of ways in which Vloggers can generate money through advertising around their videos. There are multiple options for advertisers to show their ads on these channels.



YouTube has over a billion users and generates billions of views on a daily basis. There are many personalities, businesses, musicians and comedians that have seen major success using YouTube as their platform of choice to share their content.

Social platforms like Instagram, Twitter and Snapchat are pushing video content as a key driver of engaging more with their platforms.

I mentioned a number of examples that are showing what is capable with great content on YouTube. They are worth checking out especially if they are relevant to your industry:

- Casey Neistat
- Jacks Gap
- PewDiePie
- Damon and Jo
- Zoella
- SoSueMe
- TanyaBurr

We briefly looked at what might be required in order to set up your own Vlog. I wanted to put a huge emphasis on the importance of aiming to create valuable, meaningful content. It is a great way to establish what you want to be known for with an audience and then use social media to amplify your work.

Upcoming in Lesson 5

In Lesson 5, we begin to discuss content marketing in more detail. Great content can drive engagement and also help develop relationships that last a long time. It all depends how much you are willing to invest in creating great content.

Additional Notes

Thank You

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